To: 1710 - Pittsburgh ROU, Miskewycz, Ihor, Scott, Theresa, Evanchik, A E., Zecca, Anthony,
1110 - Boston ROU(PROVENL), Lintzenich, Jack D., 1810 - Cinncinati ROU (WEBSTES),
6710 - Detroit ROU, 1210 - New York ROU (ALVICHA), Gittins, John D.,
1310 - Philadelphia ROU (METZG), 1610 - Buffalo ROU (BRZEZIE),
2910 - Richmond ROU (YOUNGP)
From: Hayes, John
Posted: 7/31/98 14:47
Opened: 7/31/98 15:28
Subject: SUN COMPANY

Dear Ladies and Gentlemen:

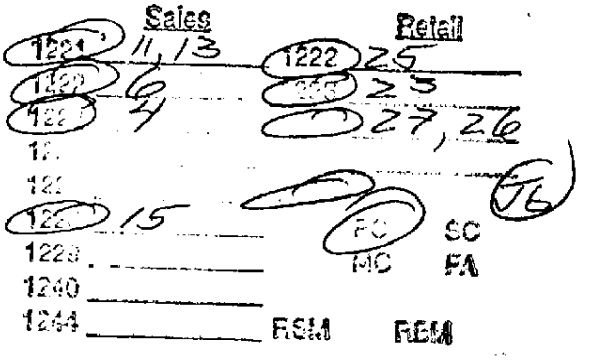
Attached is a letter and spreadsheet from Joe Rago,Acoount Manager Philadelphia Region. Please distribute immediately upon receipt to all Managers and Reps with Sun Company Responsibilities.

Thank you for your cooperation in this matter.

Sincerely,

John

CC: Bomgardner, Denny L., Loftin, Jerry R.
DDA:MSMAIL=RJRWS/WSEXCH/YOUNGR; O=RJREM; P=WSX400; A=RJR; C=US



51853 4777

Source: https://www.industrydocuments.ucsf.edu/docs/zskn0000

RJ Reynolds
Tobacco Company

Joe Rago
Account Manager
Philadelphia Region
486 Thomas Jones Way- Suite 200
Exton, PA. 19341
PHONE: 215-412-7208
FAX: 215-412-7209
Voice Mail: #71831

July 31, 1998

To: ROU's: 1110, 1210, 1310, 1610, 1710, 1810, 2910, 6710, Anthony Zecca, John Gittins, Audrey Evanchik, Theresa Scott, Ihor Miskewycz, and Jack Lintzenich.
ROU's: Please distribute **Immediately** to Division Managers, Retail Managers, Sales Reps, and Retail Reps with A-Plus/Sunoco Responsibility Chain ID's 0362-01, 02, 03, and 04-00.

Subject: **Doral $.40 Off Manufactures Coupon and Temp. Display Placement**

Dear Ladies and Gentlemen:

In lieu of a recent presentation to Sun Company by B&W last week, GPC will be working a special six carton shipper at $.40 off a pack. **In order to defend Doral against this promotion, the following program has been authorized by Sun Company and will be implemented as follows:**

1. An automatic distribution of six cartons of Doral will be shipped to all Corporate Locations the week of August 17, 1998. Product should be placed in a temporary display with $.40 Off Doral Coupons.

2. The Brand Styles being shipped are as follows:

Doral FF Box	**2 Cartons**
Doral Light Box	**2 Cartons**
Doral Light 100 Box	**1 Carton**
Doral FF 100 Box	**1 Carton**

51853 4778

Source: https://www.industrydocuments.ucsf.edu/docs/zskn0000

3. Retail Rep Responsibilities

A. Beginning the week of August 17, 1998, Retail Reps should call on Sun Company Corporate Locations to place $.40 Off Manufactures Coupons on all six cartons and place same in a temporary display

B. This promotion includes all Sun Company Corporate Locations, therefore Retail Managers should ensure that Retail Coverage is made per the attached spreadsheet.

Special Note: The product in the display, under no circumstances, should be double-dipped with the current $.25 Buydown that will be running in Sun Company Corporate Locations. All Sun Company Corporate Store Managers will be advised via E-Mail.

4. Sales Rep Responsibilities

A. All Sales Reps calling on Sun Company Franchise Locations, should present to the Franchisee the same program as above providing the GPC Promotion has been offered to them. It is your responsibility to Pre-Book 6 cartons accordingly and make arrangements to sticker or VPR. All payments are to be made at the store level.

I apologize for such short notice on this special promotion, however I thought it was appropriate to present a tactic for tactic approach in order to defend Doral's business in Sun Company Locations.

All Account Managers with Sun Company responsibility should ensure that there is a clear understanding of this promotion within your Region.

Sincerely,

Joe

Joe Rago
JR: jh
cc: Denny Bomgardner
Rick Young
Jay Loftin

51853 4779

Source: https://www.industrydocuments.ucsf.edu/docs/zskn0000

SUN COMPANY LOCATIONS

122111	122225	663090	SUNOCO COOP #7123	7123	RT 46E & ABBOTT AVE	PALISADES PARK	NJ	7650	0362 03 04
122111	122225	823051	SUNOCO COOP TPK#7163	0	ALISADES PKWY SOUT	ENGLEWOOD CLIFFS	NJ	7632	0362 04 04
122111	122225	823057	SUNOCO COOP #7164	0	ALISADES PKWY NORT	ENGLEWOOD CLIFFS	NJ	7632	0362 04 04
122113	122627	484899	SUNOCO COOP TPK 7017	7017	VINCE LOMBARDI	RIDGEFIELD	NJ	7657	0362 04 04
122113	122627	484905	SUNOCO COOP TPK 7016	7016	LEX HAMILTON SERVI	SECAUCUS	NJ	7094	0362 04 04
122113	122627	740220	A PLUS COOP #7218	7218	284 WASHINGTON AVE	CARLSTADT	NJ	7072	0362 02 04
122206	0	179547	SUNOCO COOP #7303	7303	173 NO. HIGHLAND AVE	OSSINING	NY	10562	0362 03 02
122304	122323	584406	A PLUS COOP #7053	7053	885 JOHNSON AVE	RONKONKOMA	NY	11779	0362 02 04
122615	122626	720172	A PLUS COOP #7185	7185	ER OF HAMBURG & NE	RIVERDALE	NJ	7457	0362 02 04

Source: https://www.industrydocuments.ucsf.edu/docs/zskn0000